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Local Fashions Pay off for Southern Designers

Fashion earns big money around the world: The global clothing industry is estimated to be worth US \$900 billion a year. For many decades, strong American brands have been the desired commodity for those looking to be cool and contemporary. People were willing to pay high premium prices to get the cache of American cool that the brands conveyed.

But the decline in popularity suffered by American brands in recent years has become a boost for local brands. And this is creating a whole new opportunity for canny Southern entrepreneurs. It is being called 'fashionalism' or fashion nationalism - a pop culture trend blending patriotism with fashion.

One of fashionalism's pioneers is Italian-educated Filipino designer Rhett Eala. He is credited with coming up with the snappy name fashionalism, after launching his [My Pilipinas](#) clothing line. Its signature logo is the Philippine archipelago on collared shirts and cotton polo shirts. An experienced designer who has worked in Hong Kong and for a major department store, Eala joined Collezione C2 as creative director two years ago.

He started with just three styles sporting the map. But now he has expanded the design to cover almost his entire range of clothing.

"It's a fun way to show your pride in being Filipino, without a lot of words. Filipinos have today become global citizens," said Eala.

Eala's design talent stretches to pop art paintings as well, with an art exhibit called My Pilipinas Series, 18 Filipino pop art paintings that transcend flag-waving notions of nationalism.

But Eala is no parochialist: he is very much inspired by global artists and trends. His work is a blend of foreign concepts and patriotic ideals. Common Filipino iconography gets the high-design treatment, as Eala draws inspiration from Damien Hirst, David Hockney and [Andy Warhol](#). He tries to challenge his customers, taking the complicated and oblique [Rorschach Test patterns](#), and blending them with other designs.

The fashionalist logoed clothing not only sells well domestically, but also amongst the large diaspora of Filipino expatriates around the world.

"Fashionalism has a very positive impact on our business," said Joey Qua, the Managing Director of Collezione C2. "We've always wanted to highlight the ingenuity of Philippine artistry and what it feels like to be proud to be a Filipino."

"More importantly, we want to make Filipinos proud to wear our brand here and abroad, since the Filipinos of today are more global in nature, we have so many Filipinos who are more exposed globally."

"We want to make nationalism hip and relevant to today's generation," said Eala.

Supporters of fashionalism say it is about restoring pride in the country's development and achievements, not in stirring up negative xenophobia and other negative aspects of nationalism.

Another group of Manila fashion designers, [Team Manila](#) and [Analog Soul](#), are marking the 25th anniversary of the death of Filipino nationalist hero, Ninoy Aquino – who was assassinated at the airport after returning to the Philippines from his self-imposed exile in the United States on August 21, 1983. Their t-shirts include sayings like: "[I am Ninoy](#)".

The clever designers have turned Aquino's signature old-school eye glass frames

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into an iconic logo.

"Ever since our humble beginnings as a Design Studio in 2001, we've made it a point to celebrate the Philippines and the Filipino people in our designs," said Team Manila's chief operating officer, Nico Bacani. "It was only natural that when we established our clothing and apparel line in 2005, the messages would remain the same - positive messages about the country, the culture and the people, be it explicitly or through subtle means in design."

Underground t-shirt designers had been selling yellow Ninoy t-shirts to the young and trendy urbanites. But it is the professional design flair that has taken the trend to the next level and created an industry in its own right, with the fashionism branding spreading beyond clothes to coffee mugs and other everyday items.

"We started as a design studio working from our Macs (Macintosh Computers) at home," said Bacani. "and when we did start selling merchandise, this would be done literally in our garage and obscure spaces throughout the apartment we were renting. We then participated in bazaars, until such time as we raised enough capital and loyal clientele to expand into a stand-alone store.

"So the obstacles we faced were more towards asset capitalization and recruiting people well-versed in the retail industry. We were, however, luckier than most, as the media would frequently feature our products, which was a big boost."

And Bacani hopes for a big payoff for the Philippines as a whole.

"We really wouldn't say there's anything negative about it, but we would say that it would be quite disappointing if it ended up just being that - wearing the clothes and not living the message. We would be quite pleased if Fashionism were a trigger, a catalyst for something bigger, such as a more active participation in the development of the country as a whole. And we see that people starting to think and feel proud of being Filipino and representing the Filipino well, whether it be at the workplace here or abroad, or in everyday living around the world."

As for other fashion designers thinking of going down the fashionism path, Eala said: "My advice is being honest with your design. Try to design from your heart and your mind. Be inspired with what's around you. Design for your environment and if you have a chance, travel to places that you haven't been to. "

LINKS:

- The online service CafePress is a specially designed one-stop shop that lets entrepreneurs upload their designs, and then sell them via their online payment and worldwide shipping service. Website:
<http://www.cafepress.com/cp/info/sell/>
- Tips on how to start your own t-shirt business. Website:
http://www.pioneerthinking.com/dy_tshirt.html And how to do it online:
Website: http://www.ehow.com/how_2135779_start-network-online-tshirt-company.html
- Once inspired to get into the global fashion business, check out this business website for all the latest news, jobs and events.
Website: <http://us.fashionmag.com/news/index.php>
- The Re: Fashion Awards show is a brand new fashion phenomenon, set to transform social and environmental standards in the fashion industry within a decade. The Re:Fashion Awards will take place in London in November 2008. The glittering event will see major faces from the fashion world come together to recognise the most significant development in the fashion industry of the 21st century.
Website: <http://www.refashionawards.org/>
- Track the rise and fall of global brands at Brand Channel.
Website: www.brandchannel.com

Mobile Phones; New Market Tools for the Poor.

Bangladesh's poor can now buy and sell goods and services with their mobile phones, thanks to a Bangladeshi company's pioneering mobile phone marketplace. The company, [CellBazaar](#), serves as a useful role model for other Southern

entrepreneurs and companies looking to develop and market mobile phone applications for the poor that really help them.

CellBazaar is simple to use: A user begins the process by texting the word "buy" to [short message \(SMS\)](#) code 3838. They then are offered a list of all the items for sale and scroll through them to find what they want. When they have found something, they send another SMS. In response, an SMS comes back telling the seller's phone number. And from that point, business is underway between the buyer and the seller.

"It's a far more efficient way of finding things. In the past you have to go to newspapers, magazines, and find the best match," founder Kamal Quadir told [MobileActive](#).

The categories run from used cars and motorcycles, to new laptops, agricultural products like corn, chickens and fish, educational tutors, jobs, and places for sale and rent.

Quadir said he had the idea for CellBazaar when he was a graduate student at MIT, the [Massachusetts Institute of Technology](#) in the United States.

"I was surrounded by technologically sophisticated people," he said. "I saw all this technological possibility and heard one top-notch scientist mentioning that a very cheap mobile phone had the same capabilities as a NASA computer in 1968. A country like Bangladesh has 35 million NASA-type computers, and most importantly, they're in people's pockets."

Quadir saw all this power going to waste, and realized how business was being held back by the lack of information. Absence of market intelligence – or what is available for sale and what is a good price - was a big impediment to more profitable and efficient business transactions.

Quadir first created the idea at MIT Media Labs and eventually signed a contract with GrameenPhone. CellBazaar launched in July of 2006, and, after a year of [beta testing](#), the team started to actively market the service in August 2007.

CellBazaar can also be accessed through its website. This has the advantage of making what is a very local market an international market.

Partnering with GrameenPhone, Bangladesh's leading telecommunications service provider with more than 18 million subscribers, had its advantages. With 60 percent of the Bangladesh market, "their network is larger than others," Quadir said.

Just as web applications like Google and the powerful social networking website Facebook (www.facebook.com) transformed the way people work and socialize, so CellBazaar has needed to encourage a change in behaviour for it to work. At first, people didn't think they had anything worth selling, or that they could use the text messages to connect to a marketplace.

"In the past, a rural village person couldn't even imagine that they wanted to sell something and the whole world would be willing to buy it," Quadir said. "The biggest challenge we have is people blocking that audacity and courage."

To date, over 1 million people have used the service out of a country of 150 million people. "Fundamentally the real issue is about changing people's patterns," he said. "But once they learn how to use it, people start doing it really frequently."

The CellBazaar experience also shows how critical clever marketing is to business success. The company has been marketed through tastefully designed stickers placed in the windows of cars, taxis and microbuses – ubiquitous and continuous publicity for low cost.

CellBazaar also has launched educational booklets for four target audiences: villagers and farmers, the elderly and retired, young professionals, and tech-savvy teenagers. There are detailed booklets for those who want step-by-step instructions, as well as short leaflets for customers who want to carry a "quick guide" in their pocket.

CellBazaar launched its first television campaign during the Muslim festival of Eid in 2007. The ads featured a newspaper seller called Shamsu Hawker, and show how he begins a new career buying and selling used televisions with the help of CellBazaar. The advertisement's unusual setting on a train, as well as positive imagery of Bangladesh, created a sensation among TV viewers. The character "Shamsu Hawker" has become a nationally recognized icon and popular cultural figure.

As the service grows, the demographic that uses it has also expanded. "Young people were the early adopters," said Quadir. "Initially urban people used it more, because we didn't market very aggressively. Word of mouth spread faster because of the higher concentration of people in cities. But now it has spread to rural areas as well."

CellBazaar has won many awards for its innovation in social and economic development.

The ambitious Quadir wants to expand CellBazaar into East Africa, Eastern Europe, and South Asia. Unlike the web, CellBazaar has to make deals with local mobile phone providers. He can't just offer the service through the internet. "The Internet belongs to everybody – like highways and like fresh air," said Quadir. "Mobile networks are privately owned."

"So far the operators we have worked with have been very good," he said. "We are very selective in terms of what operator we work with." As CellBazaar looks to expand, Quadir is focusing efforts on places that have high mobile penetration rates and low web penetration. "We're looking at any place that has less internet. No matter how good the application is, having internet and high computer penetration doesn't help us," he said. "And mobile is everywhere."

The same lesson is being learned around the world. A study of grain traders in Niger found that "cell phones reduce grain price dispersion across markets by a minimum of 6.4 percent and reduce intra-annual price variation by 10 percent." According to the study, "The primary mechanism by which cell phones affect market-level outcomes appears to be a

reduction in search costs, as grain traders operating in markets with cell phone coverage search over a greater number of markets and sell in more markets."

Mobile phones are now the fastest growing consumer product in history. [Portio Research](#) estimates that between 2007 and 2012 the number of mobile subscribers will grow by another 1.8 billion, mostly in emerging economies like India and China.

[Informa Telecoms and Media](#) estimates mobile networks now cover 90 per cent of the world's population - 40 per cent of whom are covered but not connected. With such reach, finding new applications for mobile phones that are relevant to the world's poor and to developing countries is a huge growth area. It is estimated that by 2015, the global mobile phone content market could be worth over US \$1 trillion, and basic voice phone calls will account for just 10 per cent of how people use mobile phones.

Leonard Waverman of the London Business School has estimated that an extra 10 mobile phones per 100 people in a typical developing country leads to an extra half a percentage point of growth in GDP per person.

The experience in the Philippines has shown that the best way to drive fast take up of mobile phone services is to offer something very practical and connected to personal income.

"The most significant lesson learned so far," said Shawn Mendes, lead author on the report, *The Innovative Use of Mobile Applications in the Philippines: Lessons for Africa*, "is that m-Banking, rather than more altruistic applications such as m-Health and m-Education, has delivered the greatest benefits to people in developing countries."

LINKS:

- SME Toolkit: A free online resource aimed at the South to help entrepreneurs and small businesses access business information, tools, and training services to be able to implement sustainable business practices. **Website:** <http://www.smetoolkit.org/smetoolkit/en>
- Entrepreneurial Programming and Research on Mobiles: EPROM, part of the Program for Developmental Entrepreneurship within the MIT Design Laboratory, aims to foster mobile phone-related research and entrepreneurship. Key activities include development of new applications for mobile phone users worldwide. **Website:** <http://eprom.mit.edu/>
- Textually.org: a very inspiring website profiling loads of innovations with mobile phones in the developing world. **Website:** http://www.textually.org/textually/archives/cat_mobile_phone_projects.htm
- The innovative use of mobile applications in the Philippines Lessons for Africa: A paper from the Swedish International Development Cooperation Agency (Sida) on mobile phone innovation. **Website:** <http://www.sida.se/sida/jsp/sida.jsp?d=118&a=33306&language=en>



Picking Money from the Baobab Tree.

The fruit of the highly revered African baobab tree is being seen as a great new opportunity for the poor, after a recent decision by the European Commission to allow its importation. According to one study, gathering the fruit has the potential to earn an extra US \$1 billion a year for Africa, and bring work and income to 2.5 million households, most of them African bush dwellers (Britain's Natural Resources Institute).

The fruit of the [African baobab tree](#) is mostly collected in the wild from the ancient trees, which can live for 500 years, with some as old as 5,000 years. The baobab enjoys the veneration and respect traditionally accorded to age in Africa, and features in many stories and myths.

The fruit is seen as highly nutritious and a new taste option for the European market. This could be a major potential boost to Africa; the European Union is the world's biggest trader, accounting for 20 percent of global imports and exports, and a major trading partner of most African countries. South Africa alone exports Euro 20.9 billion a year to Europe (2007).

But serious concerns have been raised about how the harvesting of the fruit will be done, and under what conditions. Getting this right is critical if the sustainability of the fruit is to be maintained, local populations are to benefit, and local use of this food source – eaten by both people and animals – does not suffer.

European food and drink companies are looking to use the fruit of the tree to flavour a large range of products, from cereal to drinks.

Baobab fruit is valued for its alleged medicinal properties in treating fevers and diarrhoea, and as a calcium supplement.

"The potential is huge ... We're quite confident that it's going to represent significant returns for rural producers," Dr. Lucy Welford, marketing manager of [PhytoTrade Africa](#), a trade organisation that campaigns for the sustainable use of African natural products, told Reuters.

"I'd say it's somewhere between grapefruit and tamarind as a kind of flavour," said Welford, who expects baobab fruit to be used at first to flavour smoothies and cereal bars. It could also be used in juices, ice-creams and jams or bakery products.

PhytoTrade works with South African firm [Afriflex](#), which supplies baobab fruit pulp and extracts.

A refreshing juice made from baobab fruit pulp, known as "bouye" is widely served.

"The tart flavour, the interesting vitamin and nutrition profile and the sexy story that goes with it -- that it's wild harvested from a very lovely tree -- these things add value to the existing products," said marketing economist Ben Bennet, who wrote the 2007 Natural Resources Institute's report.

In the baobab forests around Tandene village in Senegal, local farmers said they looked forward to earning much more from the trees. Prices for a kilo of baobab fruit varied between 40 US cents and a dollar, they said.

"If people know (that European consumers will buy the product) then they'll look after the trees better and feed them less to their animals," said farmer Alassane Sy.

Chido Makunike, an active commentator on food and agricultural issues in Africa, raises some serious concerns about how this is handled. "Being a non-cultivated forest product, who 'owns' the baobab fruit? Can anybody just take a truck into the forest, collect the fruit and export it? Obviously the sudden dramatic change in the economic importance of the baobab will open up many questions that will need regulation."

He worries the fruit will just be exported in its raw form, and processed into products in Europe - leaving Africa and Africans the ones who benefit least economically.

"Yet baobab is a dry, not-easily perishable, easy to process fruit," he said. "It would not be difficult to have the smoothies and cereal bars that are being contemplated for its use made in Africa and exported as finished product, producing many downstream benefits and keeping more of the wealth to be generated within the continent."

LINKS:

- The Chamber of Commerce for Switzerland is specially targeting trade deals with Africa and its entrepreneurs. Website: www.swisscham-africa.ch
- Food Safety - From the Farm to the Fork is the European Commission's guidelines on food safety and how to prepare food for import into the European Community. Website: http://ec.europa.eu/food/international/trade/index_en.htm
- EMN Europe is a company that organises all logistics for importing goods into Europe, including making sure all legal requirements are met.
Website: www.eurotradeconcept.nl
- The Baobab Fruit Company Senegal has been producing organic baobab products for the nutrition and cosmetics industries.
Website: <http://www.baobabfruitco.com/>
- The Fairtrade Labelling Organization sets the standards for fair-trade and is the place to go to receive official certification.
Website: www.fairtrade.org.uk
- Just Food is a web portal packed with the latest news on the global food industry and packed with events and special briefings to fill entrepreneurs in on the difficult issues and constantly shifting market demands. Website: <http://www.just-food.com>

Window on the World

■ **Creating a World Without Poverty: Social Business and the Future of Capitalism**

Review Essay on Muhammad Yunus and Karl Weber's book by Nimal A Fernando, Asian Development Bank.

Website: <http://www.adb.org/Microfinance/Making-Capitalism-Work.pdf>

■ **World Bank Updates Poverty Estimates for the Developing World**

New poverty estimates published by the World Bank reveal that 1.4 billion people in the developing world (one in four) were living on less than US\$1.25 a day in 2005, down from 1.9 billion (one in two) in 1981.

Website: Summary report: <http://tinyurl.com/66ye7c>

■ **Accessing Financial Services in Rural Areas**

Publisher: InfoResources Focus 2/2008.

Website: http://www.inforesources.ch/pdf/focus08_2_e.pdf

■ **Creating an enabling environment for private sector development in sub-Saharan Africa**

Publisher: GTZ/UNIDO.

Website: http://www2.gtz.de/wbf/doc/07-89144_Ebook1.pdf

■ **Creating Value for All Report: Strategies for Doing Business with the Poor**

Publisher: UNDP. The first global report of UNDP's Growing Inclusive Markets Initiative. Creating Value for All showcases 50 studies by researchers predominantly from developing countries. These case studies demonstrate the successful pursuit of both revenues and social impact by local and international small- and medium-sized companies, as well as multinational corporations.

Website: <http://tinyurl.com/6qrld4>

■ **Building the capacity of producer organisations**

by Heinz Greijn Publisher: Capacity.org. Addressing the food crisis will require an enabling environment and price incentives for small farmers to increase production. Capacity.org looks at rural entrepreneurs and value chains.

Website: <http://tinyurl.com/4yk5m>

■ **Business Constraints and Growth Potential of Micro and Small Manufacturing Enterprise**

by Esther K. Ishengoma and Robert Kappel, Publisher: GIGAWorking Paper No 78.

Website: <http://www.giga-hamburg.de/workingpapers>

■ **Chain empowerment: Supporting African farmers to develop market**

by Faida MaLi, Publisher: Royal Tropical Institute. This book describes two basic strategies that groups of farmers can use to improve their incomes: vertical and horizontal integration. Vertical integration means taking on additional activities in the value chain: processing or grading produce, for example. Horizontal integration means becoming more involved in managing the value chain itself – by farmers' improving their access to and management of information, their knowledge of the market, their control over contracts, or their cooperation with other actors in the chain.

Website: http://www.mamud.com/chain_empowerment.htm

■ **Fighting Corruption Business Guide**

Publisher: World Bank. This practical Guide explains collective action, its benefits, and how to use it. The Guide is intended primarily for use by anyone with responsibility for a major project or market, and who operates in an environment where corruption is, or may be present.

Website: <http://info.worldbank.org/etools/antic/Guide.asp>

■ **Improving the Local Business Environment**

Publisher: GTZ. This booklet describes the importance of the local business environment in the creation of vibrant local economies by local and district municipalities. It highlights the role of the local business environment in attracting new investment and business development opportunities, and describes how to improve these conditions.

Website: http://www2.gtz.de/wbf/doc/SA_LBE_booklet_v1_2008.pdf

Upcoming Events

November

■ **CSR Asia Summit 2008**

Bangkok, Thailand (3-4 November 2008)

–Amidst a growing call for companies to engage with CSR initiatives in Asia, the event is poised to explore hot topics unique to the Asian context, which would bring new insights for businesses, governments, NGOs and other CSR practitioners.

Website: <http://www csr-asia.com/summit08/>

■ **Development's Invisible Hands**

London, UK (8 November 2008)

Development Studies Association Annual Conference

Website: <http://www.devstud.org.uk/conference.htm>

■ **Innovation and Entrepreneurship**

Hong Kong (12-13 November 2008)

Many topics will be discussed such as the entrepreneur as manager of a growing company, strategies & milestones for successful ventures, high tech entrepreneurship and technological innovation in ASEAN countries.

Website: <http://www.hkbu.edu.hk/~iibd/IEW2008/>

■ **European Development Days 2008**

Strasbourg, France (15-17 November 2008)

European Development Days 2008 is the European Commission's major event. Each year the EDD hosts some 3,000 participants from every continent, representing over 1,200 organisations in the development community. Source: GTZ NEDAnews.

Website: <http://eudevdays.eu/Public/Homepage.php>

■ **Fourth Session of the World Urban Forum**

Nanjing, China (3-7 November 2008)

–The World Urban Forum was established by the United Nations to examine one of the most pressing issues facing the world today: rapid urbanization and its impact on communities, cities, economies and policies. It is projected that in the next fifty years, two-thirds of humanity will be living in towns and cities. A major challenge is to minimize burgeoning poverty in cities, improve the urban poor's access to basic facilities such as shelter, clean water and sanitation and achieve environment-friendly, sustainable urban growth and development.

Website: www.unhabitat.org

■ **Sustainability in Cosmetics 2008**

Orlando, Florida, USA (10- 12 November 2008)

This event will provide a leading forum to discuss international regulatory and certification issues for natural and organic color cosmetics products. Participants will be briefed by industry leaders on the most recent scientific innovations and developments that are occurring in this growing and highly competitive arena.

Website: www.sustainability-in-cosmetics.com/

■ **Making Trade Work for Development in Latin America 2008**

London, UK (10 November 2008)

Two decades of deepening trade liberalization and expanding trade flows in Latin America have brought growth and improvements in efficiency in key sectors; but poverty remains a big issue in the region. This conference will look at ways in which trade agreements can be used to enhance development and ensure that benefits from trade reach the poorest.

Website: www.chathamhouse.org.uk/events/conferences/view/-/id/130/

■ **South Africa: The Power of Movements – Announcement and call for proposals**

Cape Town, South Africa (14-17 November 2008)

–Up to 1,500 women's rights activists from around the world will gather to debate and strategize about how to build a stronger global women's movement. Proposals are sought for organizing a session.

Website: www.awid.org

■ **Green Manufacturing India 2008**

Mumbai, India (17-18 November 2008)

This conference will demonstrate factors that are necessitating the move environmental free strategies in manufacturing industry. Participants will learn the best and new practices, which are required establishing high standards in their manufacturing process, as the conference would bring world-class industry practitioners to share their analysis plus to address the new solutions in order to improve the manufacturing world with clean and also preserving our natural resources for the future.

Website: www.marcusevans.com/

■ **Global Entrepreneurship Week**

Around the world (17-23 November 2008)

–For one week, millions of young people around the world will join a growing movement of entrepreneurial people to generate new ideas and to seek better ways of doing things. Dozens of countries are coming together for the first time to host Global Entrepreneurship Week, an initiative to inspire young people to embrace innovation, imagination and creativity. To think big. To turn their ideas into reality. To make their mark.

Website: <http://unleashingideas.org/welcome>

■ **Water and Business Summit 2008**

London, UK (26-27 November 2008)

With an emphasis on interactivity, the conference will be an opportunity for business leaders to question water experts on the likely impact water scarcity will have on their company, and the future of responsible water stewardship.

Website: www.ethicalcorp.com/conferences/

December

■ **United Nations Climate Change Conference**

Poznan, Poland (1-12 December 2008)

The intergovernmental negotiation process primarily encompasses the Conference of the Parties, the Meeting of the Parties to the Kyoto Protocol, Subsidiary Bodies meetings and a series of workshops. The Conference of the Parties (COP) is the "supreme body" of the Convention; it is the highest decision-making authority. It is an association of all the countries that are Parties to the Convention.

Website: unfccc.int/meetings/items/2654.php

■ **Building Competitive Local Economies**

Hanoi, Vietnam (1-5 December 2008)

Are you looking for new insights on local and regional development, and you want to share and discuss your experience with practitioners from other countries?

Website: <http://www.mesopartner.com/asia-academy/>

■ **Promote 2008: International Exhibition for Enterprises**

Yaounde, Cameroon (5-14 December 2008)

Sponsored by the Swiss Chambers of Commerce, this is an opportunity to build trade deals with the cantons of Switzerland.

Email: ccsac@swisscham-africa.ch or Erwin.ehsam@swiss.com

Website: www.promote2008.org

■ **5th International Conference on Innovation and Management (ICIM2008)**

Maastricht, The Netherlands (10-11 December 2008)

Organized by UNU-MERIT (The Netherlands) and supported by Wuhan University of Technology (China) and Yamaguchi University (Japan), this conference will bring together academics, practitioners and other professionals involved in the field of innovation and management.

Website: <http://www.merit.unu.edu/ICIM2008/>

■ **Current Trends in International Development Cooperation & their Implications for Evaluation**

Marktbreit, Germany (11-13 December 2008)

Introduction to recent trends and new instruments of development cooperation; Implications for programme management and evaluation methods and instruments; Requirements and consequences for evaluation missions and mission reports; Job sharing and contribution to data gathering and report writing; Best practices and information sharing.

Contact: Ms. Bettina
Nasgowitz, Tel. +49 7021-9708717, headoffice@feez.org
Website: http://www.feez.org/feez/zusatzmodul_2/

2009

January

- **World Economic Forum**

Davos, Switzerland (28 January 2009)

The Annual Meeting integrates the top decision-makers from all sectors of global society and engages them in partnerships to shape global, regional and industry agendas. Participation is by invitation only and strictly limited to the criteria and quota of each stakeholder group.

Website: www.weforum.org/en/events/AnnualMeeting2009/index.htm

February

- **Localisation on Environmental Business and Supply Base in India**

New Delhi, India (3 February 2009)

The goal of the Second International Scientific and Business Congress on Protecting the Climate is to further the development and transfer of clean technologies, as well as the creation of a localisation program in India with the emphasis on private business.

Website: www.EuroAkadem.com/climate

- **Delhi Sustainable Development Summit 2009**

New Delhi, India (5 February 2009)

The DSDS a global forum that seeks to provide long-term solutions for sustainable development. It has witnessed participation by global stakeholders including heads of state/government, ministers, and dignitaries comprising Nobel laureates, development practitioners, scientists, academicians, and corporate leaders from across the world. The summit in 2009 would seek to reinforce the climate change agenda of the previous year.

Website: dsds.teriin.org/2009/index.htm

March

- **Fair Trade Business Conference 2009**

Portland, Oregon, USA (27-29 March 2009)

As it celebrates its 15th birthday, the Fair Trade Federation will bring together leaders in the field of fair trade and social enterprise to discuss key issues and offer practical training to improve operations.

Website: www.FairTradeFederation.org

April

- **CALL FOR PANELS & WORKSHOPS: 3rd IEEE/ACM International Conference on Information and Communication Technologies and Development (ICTD2009)**

Doha, Qatar (17-19 April 2009)

The 3rd IEEE/ACM International Conference on Information and Communication Technologies and Development (ICTD2009) will be held 17-19 April 2009 at Carnegie Mellon's state-of-the-art campus in Doha, Qatar. This conference will act as a focal point for new scholarship in the field of ICT and international development. Confirmed speakers include a Keynote by William H. Gates, Chairman of Microsoft Corporation and the Bill and Melinda Gates Foundation.

Website: <http://www.ictd2009.org>

>> Proposals deadline: 2 November 2008

Training Opportunities

ONGOING

- The Massachusetts Institute of Technology (MIT), one of the USA's best known private universities, has made all 1,800 courses in its curriculum (environmental sciences, computer studies, physics...) available free on-line, using an open source system called OpenCourseWare (OCW). Each month, some 1.5 million surfers, most of them based outside the USA, follow the lessons and lectures in PDF, audio and video formats, some are also translated into French and Portuguese. MIT is working with other universities to help them set up their own OCW.

Website: <http://ocw.mit.edu/>

- **Youth Financial Services Course: Emerging Best Practices**

Washington DC, USA, (17-19 September 2008)

—Drawing from experts and experiences around the world this highly interactive course will provide participants with a comprehensive overview of current best practices and emerging lessons from those who are offering credit and savings products to youth.

The objective of this course is to provide practical information that will assist youth-serving organizations when deciding which service and delivery mechanisms are most appropriate for their youth populations and program objectives. This is aimed at decision-makers of youth-serving organizations and others who are interested in offering youth financial services to their respective youth populations.

Click the link for the registration form: [registration](#).

- **Grameen Bank Microcredit Training Programs**
[Grameen Info](#)
- **Two Workshops Offered for Development Practitioners**

The community-managed microfinance course deals with providing sustainable financial services for the very poor. Although MFIs are well-established, they have mostly failed to penetrate remote rural areas because the costs are too high and the demand for credit too small. Meanwhile, over the last 15 years, massive, sustainable programmes have emerged that reach this target group at very low cost, based on autonomous, small-scale savings and loan associations. Co-sponsored by the SNHU Community Economic Development Masters Program at the Open University of Tanzania and VSL Associates

Website: <http://rs6.net>
- **The Citizen Journalism in Africa Programme**

–The Hivos/SANGONeT Civil Journalism in Africa Project aims at building the capacity of civil society organisations to use online and offline citizen journalism as a means of publication, lobby, networking and knowledge sharing with their constituencies. The focus will be on both traditional and new media. Special attention will be given to the development of sound and ethical journalistic, lobby, networking and publication skills. Supported by the European Union, the project will be implemented over the next three years.

Website: <http://www.citizenjournalismafrika.org/>
- **The Grassroots Reporting Project**

–One of our goals at AfriGadget (<http://www.afriegadget.com/>) is to find more stories of African ingenuity. The Grassroots Reporting Project is our plan to find, equip and train more AfriGadget reporters in the field throughout Africa. AfriGadget's goal is to leverage the power of current and emerging technology such as video cameras, digital cameras, laptops and phones to bring quality content online and eventually on television. A combination of mobile phones and computers will be assigned to individuals in 10 African countries for the purpose of getting more on-the-ground reporting of stories of African ingenuity to the world. An AfriGadget editor will be in charge of identifying the best candidates for inclusion in the program. This editor will also travel to each country to train and equip the new AfriGadget reporters for the program.

Website: <http://www.afriegadget.com/>

CAREERS

- **New Website Offers Career Advice to Young Africans**

–Set up by the Commonwealth Secretariat, Africancareerguidance.com is aimed at providing career guidance to African youth and helping them to link with prospective employers. AfricaRecruit is a human resources organisation that provides skills training for African professionals in the Diaspora and on the continent. The website has an inbuilt email subscriber list for all its users and offers a searchable database of career profiles for job seekers and prospective employers. It also offers skills and interest assessments and advice on CV and résumé preparation. It provides tips about interviewing techniques, as well as information on internship and volunteer opportunities, and entrepreneurial skills.

Website: www.africacareerguidance.com
- **African Diaspora Skills Database**

This database was compiled to provide an overview of qualified African Diaspora professionals with varied areas of expertise and experience. The African Diaspora contributes substantially to the social, economic and political development of Africa, and this database is set up to further mobilize this considerable potential.

Website: <http://www.diaspora-centre.org/NEWSLETTER/Database>
- **Aid Workers Network (AWN)**

Aid Workers Network (AWN) is an online platform for aid, relief and development workers to ask and answer questions of each other, and to exchange resources and information. AWN is registered in the United Kingdom as a charity. You will find discussions about a range of questions and issues on the AWN forum from aid, relief and development workers all over the world and representing a variety of fields, with new threads or responses posted daily. The forum is a great way to get in contact with other aid and development workers in your geographic area or working in a similar area of work.

Website: <http://www.aidworkers.net>
- **Bizzlounge**

Bizzlounge is where people committed to ethical behaviour meet, who want to establish and maintain business contacts in an exclusive and relaxed environment.

Website: <http://bizzlounge.com>
- **Business Action for Africa**

Business Action for Africa is a network of businesses and business organisations working collectively to accelerate growth and poverty reduction in Africa.

Website: <http://businessactionforafrica.blogspot.com>
- **Business Fights Poverty**

Business Fights Poverty is a professional network for all those passionate about fighting world poverty through the power of good business.

Website: <http://businessfightspoverty.ning.com>
- **Business in Development Network (BiD)**

The BiD Network Foundation runs the BiD Challenge to contribute to sustainable economic development by stimulating entrepreneurship in developing countries.

Website: <http://www.bidnetwork.org>

■ **Catalogue of Poverty Networks**

UNDP is organizing an online catalogue of Poverty Networks as a means to facilitate access to knowledge and sharing this to a wider audience in 189 countries. Poverty Networks are web-based platforms that provide space for sharing and disseminating development-related information and initiatives. Below you will find information on IPC's collaborating networks, which help foster dialogue between researchers, policymakers, civil society and multilateral organisations.

Website: <http://www.undp-povertycentre.org/povnet.do>

■ **Connections for Development (CfD)**

CfD is a UK, Black and Minority Ethnic (BME) led, membership based organisation committed to ensuring that UK BME communities, and the organisations they are involved in, are supported in the process of shaping and delivering policy and projects that affect their countries of origin or interest – collectively "our world".

Website: <http://www.cfdnetwork.co.uk>

■ **Development Crossing**

Development Crossing was set up in 2006 by a small group of friends with diverse backgrounds ranging from business consulting to international development. In a world where the environment, corporate responsibility, and sustainable development are becoming increasingly intertwined, our goal was to create a site where individuals that shared our passion could keep up-to-date with relevant happenings in the world and connect with like-minded individuals. The idea behind Development Crossing is to provide a social network that brings together people from a variety of sectors, countries and professions to discuss corporate social responsibility and sustainable development.

Website: <http://www.developmentcrossing.com>

■ **DevelopmentAid.org**

The one-stop-information-shop for the developmental sector, DevelopmentAid.org is a membership organization that brings together information for developmental professionals, NGOs, consultancy firms and donors.

Website: <http://www.developmentaid.org>

■ **dgCommunities on the Development Gateway**

dgCommunities, a free online service by the Development Gateway Foundation is devoted to knowledge-sharing and collaboration for people working to reduce poverty in the developing world.

Website: <http://topics.developmentgateway.org>

■ **Diaspora African Forum**

This Forum exists "to invite and encourage the full participation of Africans in the Diaspora in the building of the African Union, in its capacity as an important part of the Continent". We will provide the vital linkage for Diaspora Africans to become involved in Africa's development as well as reap the fruits of African unity.

Website: <http://www.diasporafricanforum.org>

■ **Eldis Communities**

Eldis aims to share the best in development, policy, practice and research. The Eldis Community is a free on-line community where you can meet others involved in international development and discuss the issues that are important to you.

Website: <http://community.eldis.org>

■ **Enterprise Development Exchange**

The Enterprise Development Exchange links related communities of practice to advance sustainable poverty eradication. It is facilitated by The SEEP Network through the Value Initiative.

Website: <http://edexchange.seepnetwork.org>

■ **Food Security and Nutrition (FSN) Forum**

The FSN Forum is a global community of FSN practitioners. It bridges the knowledge divide among the different communities involved in FSN policies and strategies - such as academics, researchers and development practitioners - to improve cooperation and impacts; members in many countries across the world's five continents.

Website: <http://km.fao.org/fsn/>

■ **Global Development Matters**

Global Development Matters is designed to engage U.S. citizens and leaders in examining how rich world policies affect global poverty reduction. There is an Election '08 blog.

Website: <http://www.globaldevelopmentmatters.org>

■ **GTZ-Communities Sustainable Economic Development**

The GTZ-Communities Sustainable Economic Development are open to all practitioners, counterparts, research institutions, donors and interested consultants worldwide facilitating an inter agency exchange of experiences and best practices. This weekly updated website provides you with recent news and lessons learned from GTZ as well as from other development agencies and research institutions in the field of economic development. Its core is a comprehensive database. Participation in this open community is free of charge. However, registration is necessary.

Websites: Africa: <http://www2.gtz.de/network/wiram-africa/gtz-community/>

Middle East and North Africa: <http://www2.gtz.de/network/mena/open-community/>

Asia: <http://www2.gtz.de/assets-asia/gtz-community/>

■ **LED knowledge**

This website is an online space for sharing the experiences and resources of people and organizations supporting local economic development processes at the local level. LED Knowledge is the result of a joint effort of the ILO-LED programme team based in Geneva, and the ILO training arm, the International Training Centre, based in Turin, Italy.

Website: <http://www.ledknowledge.org>

■ **Network of Networks Impact Evaluation Initiative (Nonie)**

Nonie is a network of networks for impact evaluation comprised of the DAC Evaluation Network, The United Nations Evaluation Group (UNEG), the Evaluation Cooperation Group (ECG), and a fourth network drawn from the regional evaluation associations. Its purpose is to foster a program of impact evaluation activities based on a common understanding of the meaning of impact evaluation and approaches to conducting impact evaluation.

Website: <http://www.worldbank.org/ieg/nonie/index.html>

■ **TakingITGlobal.org**

TakingITGlobal.org is an online community that connects youth to find inspiration, access information, get involved, and take action in their local and global communities.

Website: <http://profiles.takingitglobal.org>

■ **XING Group Microfinance Industry**

In this new XING Group, microfinance professionals from all over the globe link and discuss topics of interest. Use this forum to discuss financial technology, find employment, identify training opportunities and events, and share knowledge resources with fellow members of the microfinance industry. XING is an online networking tool to manage all personal contacts and to find interesting new business contacts. It's amazing how quickly it facilitates contact with key people.

Website: <http://www.xing.com/group-21391.0fc826/4466179>

■ **AfDevinfo - African Development Information Service**

AfDevinfo tracks the mechanics of political and economic development across Sub Saharan Africa. They draw together a diverse range of publicly available data and present it as an accessible and ever expanding online database.

Website: <http://www.afdevinfo.com>

■ **Growing Inclusive Markets (GIM)**

The Growing Inclusive Markets Initiative has created a set of data, information and analytical products that will increase understanding of the markets of the poor, including existing opportunities and challenges.

Website: <http://www.growinginclusivemarkets.org>

FELLOWSHIP OPPORTUNITY

■ **Africa Entrepreneurship Platform**

—This ground breaking initiative is created as a forum to showcase innovative ideas and businesses from Africa that have the ability to scale internationally driving job creation and sustainable economic development between Africa and the Americas.

Website: www.sacca.biz

■ **Piramal Foundation in India**

—Has established a US \$25,000 prize for ideas that help advance full access to effective public health care in India. The Piramal Prize is a \$25,000 Social Entrepreneurship Competition focused on democratizing health care in India that seeks to encourage and support bold entrepreneurial ideas which can profoundly impact access to higher standards of health for India's rural and marginalized urban communities. The award recognizes high-impact, scalable business models and innovative solutions that directly or indirectly address India's health-care crisis.

Website: www.piramalprize.org

■ **The Pioneers of Prosperity Grant and Award**

—This competition is a partnership between the OTF Group and the John F. Templeton Foundation of the United States, and promotes companies in East Africa by identifying local role models that act as examples of sustainable businesses in their country/region. It is open to businesses from Kenya, Uganda, Tanzania, Burundi and Rwanda.

Five pioneers will receive US \$50,000 to re-invest in their business. It is open to for-profit businesses that provide high wages to their workers and that operate in sustainable ways.

Website: [Pioneers of Prosperity](http://www.pioneersofprosperity.org)

■ **African Writers Fund**

—Together with the Ford Foundation, the Fund supports the work of independent creative writers living on the continent. The Fund recognizes the vital role that poets and novelists play in Africa by anticipating and reflecting the cultural, economic and political forces that continuously shape and reshape societies.

Website: <http://www.trustafrika.org>

■ **Joint NAM S&T Centre - ICCS Fellowship Programme**

—Centre for Science and Technology of the Non-Aligned and Other Developing Countries (NAM S&T Centre) and International Center for Chemical Sciences (ICCS), (H.E.J. Research Institute of Chemistry and Dr. Panjwani Center for Molecular Medicine and Drug Research), University of Karachi, Karachi, Pakistan

Email: namstct@vsnl.com;

namstct@bol.net.in;

apknam@gmail.com;

Website: <http://www.scidev.net>

- **Oxford Said Business School Youth Business Development Competition**
—Open to youth between 16 and 21 across the world, the competition is run by students at Oxford University to promote social enterprise. A prize fund of £2,000 in seed capital is up for grabs. It calls itself the 'world's first global youth development competition'.

[Click here for more information](#)

- **US\$250,000 for Best Lab Design**

—AMD and Architecture for Humanity have announced a prize of \$250,000 for the best design for a computer lab that can be adapted and implemented in third-world countries.

The Open Architecture Prize is the largest prize in the field of architecture and is designed to be a multi-year program that will draw competition from design teams around the world.

[Website:](http://www.openarchitecturenetwork.org/) <http://www.openarchitecturenetwork.org/>

- **PhD Plant Breeding Scholarships at the University of Ghana**

The [University of Ghana](#) has been awarded a project support grant by the [Alliance for a Green Revolution](#) in Africa (a joint venture between the Bill and Melinda Gates Foundation and the Rockefeller Foundation, for the establishment of a West African Centre for Crop Improvement (WACCI). This is available to scientists working at NARIs, universities and international centres in West Africa. Women scientists are especially encouraged to apply for a fellowship under this programme.

[Website:](http://www.acci.org.za) <http://www.acci.org.za>

- **Institute of Social Studies in The Hague**

—A collaboration between 25 international think tanks in international development, www.focuss.info is a search engine for indexing and social bookmarking online resources in international development.

[Website:](http://www.focuss.info) <http://www.focuss.info>

- **Genesis: India's Premier Social Entrepreneurship Competition**

—A social entrepreneurship competition aiming to bring together social entrepreneurs, students, NGOs, innovators, incubators, corporations and financiers and encourage them to come up with innovative ideas which are socially relevant and feasible.

[Website:](http://genesis.iitm.ac.in/) <http://genesis.iitm.ac.in/>

- **Echoing Green: Social Entrepreneurs Fund**

—They are looking for social entrepreneurs developing new solutions to social problems. They are accepting applications for their 2008 fellowships (two-year funding of up to US \$90,000 for 20 entrepreneurs).

[Website:](http://www.echoinggreen.org/) <http://www.echoinggreen.org/>

- **2008 Sustainable Banking Awards**

—The Financial Times, in partnership with IFC, the private sector arm of the World Bank Group, today launched the 2008 edition of the FT Sustainable Banking Awards, the leading awards for triple bottom line banking.

Two new categories - Banking at the Bottom of the Pyramid, and Sustainable Investor of the Year - have been added to the ground-breaking programme.

The awards, now in their third year, were created by the FT and IFC to recognise banks that have shown leadership and innovation in integrating social, environmental and corporate governance objectives into their operations.

[Website:](http://www.ifc.org) <http://www.ifc.org>

FUNDING

- **UNESCO: International Centre for South-South Co-operation in Science, Technology and Innovation**

—The International Centre for South-South Co-operation in Science, Technology and Innovation was inaugurated in Kuala Lumpur in May 2008. The centre functions under the auspices of UNESCO. It facilitates the integration of a developmental approach into national science and technology and innovation policies, and provides policy advice. In parallel to organizing capacity-building and the exchange of experience and best practices, the centre conducts research and tackles specific problems in science, technology and innovation policy-making in developing countries.

[Website:](http://www.unesco.org) www.unesco.org

- **Funding - Google.org**

—While SMEs in rich countries represent half of GDP, they are largely absent from the formal economies of developing countries. Today, there are trillions of investment dollars chasing returns – and SMEs are a potentially high impact, high return investment. However, only a trickle of this capital currently reaches SMEs in developing countries. Our goal is to increase this flow.

We want to show that SMEs can be profitable investments. We will do this by focusing on lowering transaction costs,

deepening capital markets to increase liquidity, and catalyzing capital for investment. **Website:** www.google.org

■ **Challenge InnoCentive**

—A challenge to the world's inventors to find solutions to real scientific and technological problems affecting the poor and vulnerable.

Website: <http://www.innocentive.com/>

You can read more about the challenges here: <http://www.rockfound.org>

■ **Global Social Benefit Incubator: A US \$20,000 Bottom of the Pyramid Scholarship**

—Offered by Santa Clara University's Global Social Benefit Incubator, it selects 15 to 20 enterprises from developing countries and provides an eight-month mentoring process. This ends with a 10-day process in Santa Clara, where entrepreneurs work with their mentors.

Website: www.socialedge.org

Job Opportunities

- [Africa Recruit Job Compendium](#)
- [Africa Union](#)
- [CARE](#)
- [Christian Children's Fund](#)
- [ECOWAS](#)
- [International Crisis Group](#)
- [International Medical Corps](#)
- [International Rescue Committee](#)
- [Internews](#)
- [IREX](#)
- [Organization for International Migration](#)
- [Oxfam](#)

- [Relief Web Job Compendium \(UN OCHA\) \(1\)](#)
- [Relief Web Job Compendium \(UN OCHA\) \(2\)](#)
- [Save the Children](#)
- [The Development Executive Group job compendium](#)
- [Trust Africa](#)
- [UN Jobs](#)
- [UNDP](#)
- [UNESCO](#)
- [UNICEF](#)
- [World Bank](#)
- [World Wildlife Fund \(Cameroon\)](#)

Please feel free to send your comments, feedback and/or suggestions to Cosmas Gitta
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